

DIGITAL PAYER ENGAGEMENT RECOMMENDATIONS BASED ON PAYER RESEARCH

Now is the time for digital payer engagement but how to get it right? We have conducted primary research with payers to better understand their perspective

I CURRENT SITUATION

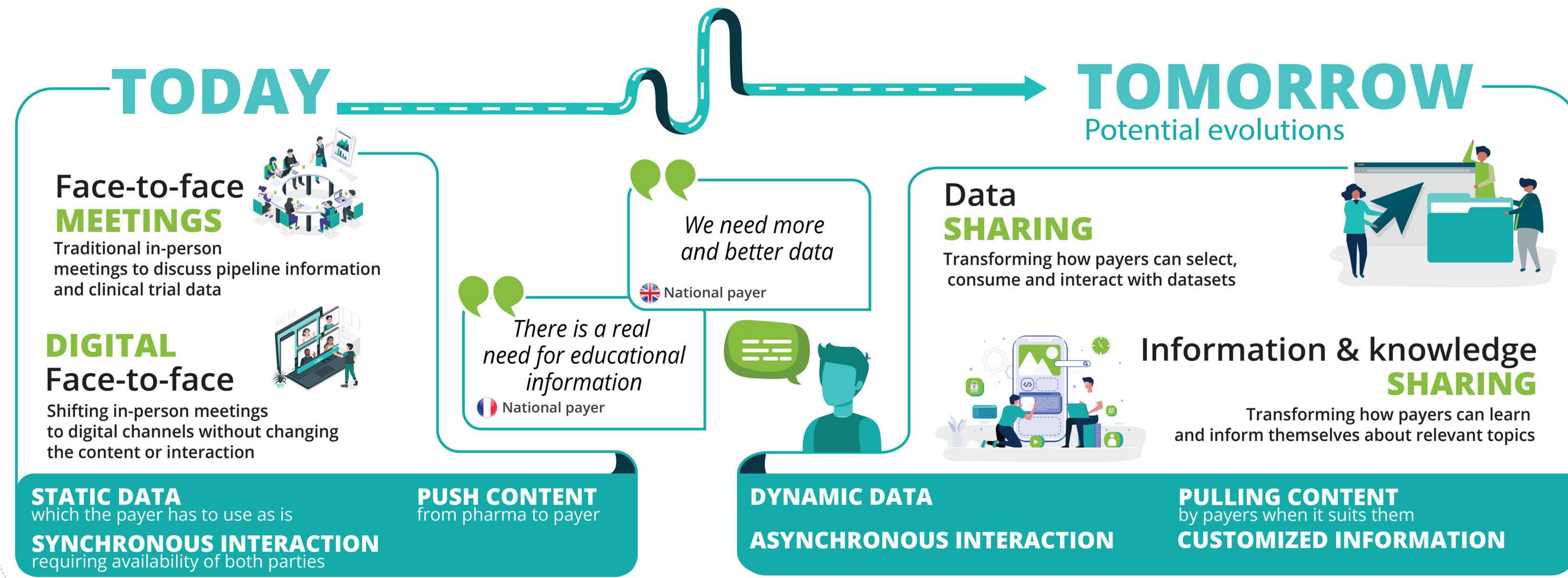
PAYERS REPORT SEVERAL PAIN POINTS...

- ⚡ Content is not customized to payers' needs
- ⚡ One-way communication from pharma
- ⚡ Unstructured engagement
- ⚡ Existing pharma-provided digital tools do not address payers' needs

...CREATING OPPORTUNITIES FOR PHARMA

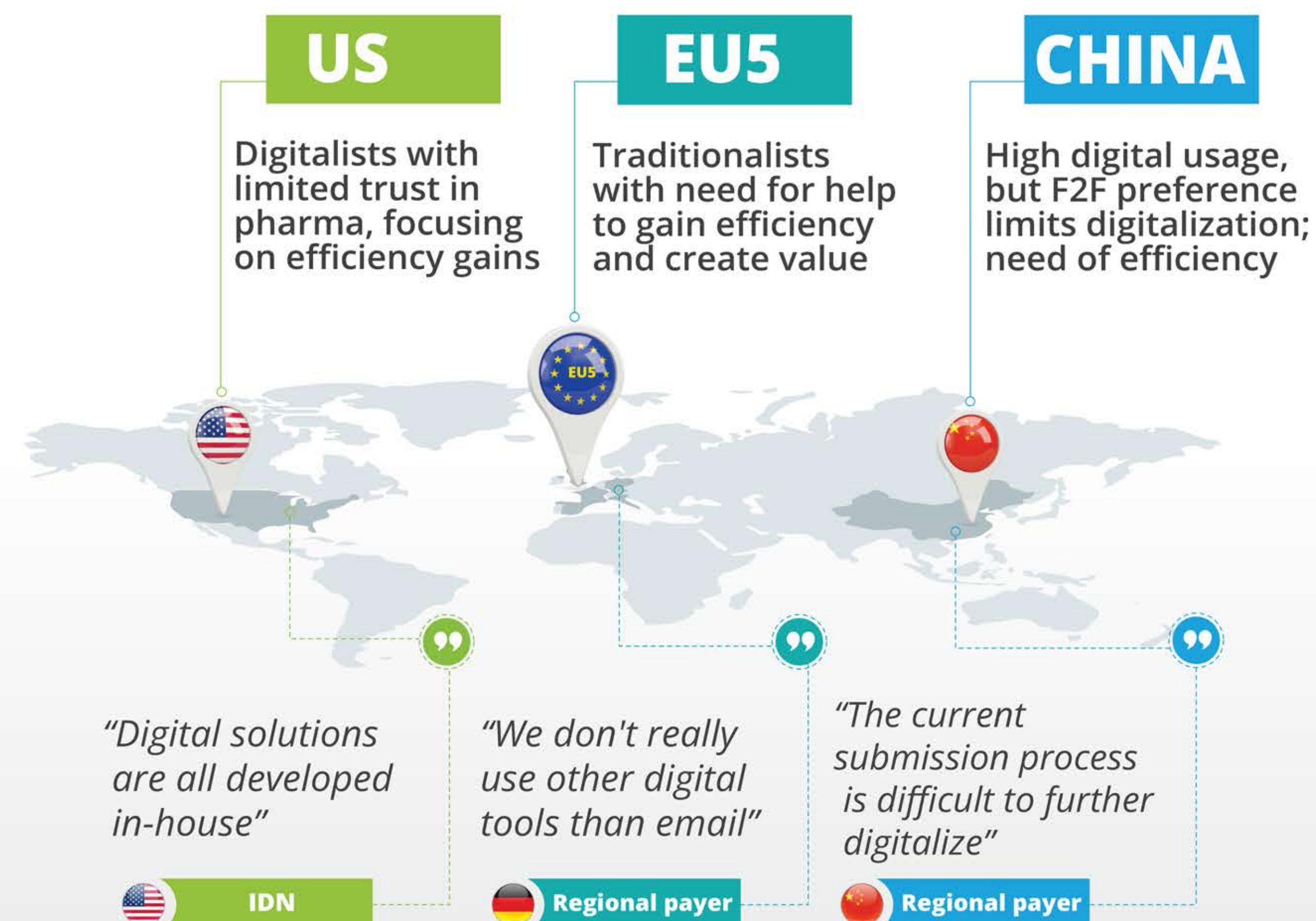
- 👍 Ease communication with payers pre- & post-launch
- 🤝 Strengthen relationships with payers
- 📈 Create more favorable P&R conditions
- 💡 Enable organizational efficiencies

II HOW DIGITAL ENGAGEMENT COULD EVOLVE IN THE FUTURE



III KEY SUCCESS FACTORS

GEOGRAPHIC SPECIFICITIES



PAYER TYPE SPECIFICITIES

